

## Eastern Region Edition

From Flaming Gorge to Navajo  
Mountain

October 2001

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# EMPLOYER *Update*



## Sorrel River Ranch

### *A luxury resort with western flare*

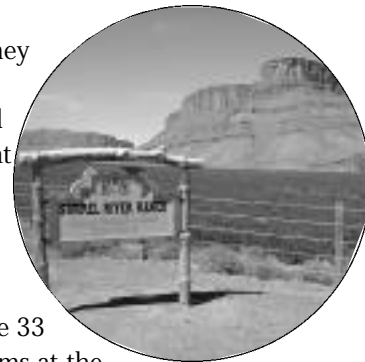
**Moab:** Picture blue skies, hovering over majestic Moab-red cliffs, and the mighty Colorado River surging in the background. What could make this picture any better? A rustic yet elegant resort to enjoy it in! The Sorrel River Ranch, recently featured in *Sunset Magazine*, is a 160 acre luxury resort located about 22 miles up the Colorado River Road.

The resort is owned and operated by Hope and Robbie Leven. The Leven's employ 45 workers who travel from both Castle Valley and Moab to work in such beautiful surroundings. The Leven's estimate that 80% of their employees are hired through the Department of Workforce Services (DWS), which they began utilizing for recruitment and referral of applicants in 1997. Since then they have increased their workforce. Valarie Atkins, Moab Business Consultant at DWS, states, "I really enjoy working with Hope and

Robbie. They have such energy, and their jobs at the Ranch help Moab's economy."

There are 33 luxury rooms at the resort along with a pool, snack bar, spa/exercise area overlooking the river, horseback riding, basketball, volleyball, wildlife viewing, and of course, natural river sand beaches. River trips begin nearby. The restaurant is open to the public and offers both indoor and outdoor dining with breathtaking views of the Colorado River and surrounding cliffs.

The Sorrel River Ranch welcomes the entire traveling family, including dogs and horses, with quarters provided for their care.



# Need help finding good employees?



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Connect your company to an effective and economical approach to your hiring needs. At "Utah's Job Connection," we offer one of the largest qualified talent pools in Utah. We also offer services such as

- Labor market information
- Employment practices consultation
- Downsizing consultation services
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  - Sexual Harassment in the Workplace
  - Understanding Unemployment Insurance
  - Utah's New Hire Registry
  - and more!

What if you could access all of this information, for absolutely **FREE**? You can! Call us now at **1-888-920-WORK** or visit our website at [www.dws.state.ut.us](http://www.dws.state.ut.us).

## Kitchen Table Economics

**New LMI Newsletter is for  
Everyone**

**By Connie Blaine**

**Economic Information Coordinator**

The Workforce Information Division of DWS is proud to introduce it's newest newsletter, **TrendLines, Perspectives on Utah's Economy**. This "plain English" bi-monthly newsletter offers "kitchen table economics" for all labor market information users: business people, human resource specialists, planners, educators, job seekers, legislators, or anyone who likes to stay informed. **TrendLines** takes all the current complex economic data and distills it into a user-friendly format-no jargon, or tables loaded with numbers. For those wanting more information or detail, each article will have Internet addresses listed at the end, to link the reader with more data on the topic.

Each issue of **TrendLines** will contain regular features: A Metro section focusing on the Wasatch Front; "The Other Utah" section highlighting nonurban areas; national economic news affecting Utah; a highlighted county (first issue is Cache County), two feature articles on current issues; one from a DWS economist, and one from a "guest writer"-such as an economist from the Governor's Office of Planning and Budget. A Department page will convey news from various divisions within DWS, and letters to the editor will be included in future issues.

Each **TrendLines** issue will have a theme, such as "The Economic Impact of the Olympics" (next issue), "The Economic Outlook for Utah," and more.

The pilot issue is both on the web at <http://wi.dws.state.ut.us/pubs/trendlines/t10801.pdf>, and available in print. To get a free copy, or to get on the mailing list, call 801-526-9786, or e-mail us at [cblaine@ws.state.ut.us](mailto:cblaine@ws.state.ut.us). Enjoy!



## Boost Your Website Traffic

*using the SuperTips Internet Marketing Articles*

**Want to know how to boost your internet traffic? Read on! Without a doubt the most powerful method of attracting visitors to your website - and keeping them there - is by providing useful free information.**

Articles which explain how to make money, or save money, or improve your business, or save time are always in demand.

You will suddenly find that more and more sites will start linking to your site when you provide valuable information.

The Supertips Internet Marketing articles are available for you to freely provide this information - and here are some effective ways of using them to promote your own business.

### **Example 1**

Choose an article that will appeal to your readers, for example "How to Profit on the Internet." Make a copy of this report and put it on a new page at your website. Before the start of the report and at the end you publicize your own promotion with an eye-catching link or banner, for example:

*"Click here for our TOP selling product."*

or

*"Purchase before the end of the month - and SAVE 30%."*

On your main page where you are providing links to the rest of your website add a line referring to this new page, for example:

*"Click here for today's SPECIAL Free report."*

or

*"Click here for our Free report - How to Profit on the Internet."*

or

*"Click here for a Free report to BOOST your online sales."*

This is bound to incite the curiosity of your readers. They link to the report, they find the content useful and feel that you have offered a bonus instead of just a sales pitch. They will then be inclined to click to your special links.

You can also promise that there will be another report next week, you can simply rotate reports and at the same time set up different links or banners for your own products.

### **Example 2**

This is variation of Example 1 but instead of choosing one particular report you simply refer to the whole collection, for example:

*"Click here for a FREE collection of great Internet Marketing articles, guaranteed to boost your on-line business."*

This will lead to a page where you refer to the collection at <http://www.supertips.com/art/list.htm> but again you surround this with your own promotions.

### **Example 3**

Mention in your ads or sales letters that there is a collection of articles and point to the page you have set up in Example 2. You can also see EXACTLY how other sites are using these simple free ideas. They are listed on one page and you can find it at [www.supertips.com/art/lista.htm](http://www.supertips.com/art/lista.htm). The information in this article plus much more is available free of charge; simply list the website and/or author as your resource.

## KUDOS

*"I would like to express my sincere thanks for all the help and support you and your staff rendered during our mass hire and orientations. I believe you went above and beyond the call of duty by...allowing us to use your personal office...giving us full and complete access to your facility...We truly could not have done it all without you. Thanks again."*

**Tim Zavala**

**Store Manager, Lowe's Home Improvement Warehouse**

*"DWS has been a very important part of St. George Target's successful opening. From the very beginning they helped us with every need...The St. George Target Team was also very grateful to be able to use the DWS building and supplies...we used their resources several times, for meetings, orientations and interviews. DWS is an excellent organization and we greatly appreciated their assistance in opening our Target store."*

**Sharlyn Schofield**

**Team Relations Leader**

*"Hiring for our new store was such a success. We were very pleased with the services DWS has to offer."*

**Terri Eagan  
Harmons**

*"Thank you and your staff for the ongoing support in eBay's efforts to recruit qualified individuals. The commitment your team displayed in an effort to meet our aggressive deadline was most appreciated (and also proved that you understand what it is like to work on Internet time.)"*

**Lynn Hardin  
eBay**

Utah Department of Workforce Services  
Executive Director's Office  
P.O. Box 143100  
Salt Lake City, UT 84114-3100

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## Eastern Region

### *Unemployment Rates; Southeast Counties Still Suffering*

July unemployment rates in Utah's southeast counties were discouraging as unemployment remained high. In Emery County, where mine closures continue to negatively impact the economy, the rate exceeds 10%. Additionally, tourism in Grand and San Juan Counties is wan-

ing. On a more positive note, Deer Creek Mine in Emery County has rehired some miners, and Consol Mine has initiated reclamation work that may lead to its reopening. Two other mines in Carbon County are also moving forward

County	July 2001	July 2000
<b>Daggett</b>	<b>4.6</b>	<b>2.8</b>
<b>Duchesne</b>	<b>5.4</b>	<b>6.0</b>
<b>Uintah</b>	<b>4.1</b>	<b>4.7</b>
<b>Carbon</b>	<b>6.4</b>	<b>5.3</b>
<b>Emery</b>	<b>10.2</b>	<b>6.0</b>
<b>Grand</b>	<b>7.0</b>	<b>7.0</b>
<b>San Juan</b>	<b>8.7</b>	<b>9.0</b>
<b>Utah</b>	<b>3.9</b>	<b>3.2</b>
<b>United States</b>	<b>4.5</b>	<b>4.0</b>

with plans to reopen. The economy in the Uintah Basin is improving, with the unemployment rate in Duchesne County dropping to 5.4% and Uintah County now at 4.1%.

#### **Contact us:**

<b>Blanding</b>	<b>678-1400</b>
<b>Castle Dale</b>	<b>381-4700</b>
<b>Moab</b>	<b>719-2600</b>
<b>Monticello</b>	<b>587-2016</b>
<b>Price</b>	<b>636-2300</b>
<b>Roosevelt</b>	<b>722-6500</b>
<b>Vernal</b>	<b>781-4100</b>